



ORDER

Flight Dates **08/23/12-08/28/12**

Contract / Revision **308761 /** **David Schweikert for Congress 201**

Original Date / Revision **08/22/12 08/22/12**

Advertiser **Schweikert / Republican / Co**

Agency **Strategic Media Services**
 Buying Contact **3299 K Street NW - Suite 200 Washington, DC 20007**

Agency **Strategic Media Services**

Buying Contact

3299 K Street NW - Suite 200 Washington, DC 20007

Product

David Schweikert for Congress 201

Agency Com 15%

Billing Contact

3299 K Street NW - Suite 200 Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes DO

Priority P-3

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Tanya Winscott %

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	22	\$8,138.75	\$9,575.00	0.00	07/30/12	08/26/12	22	\$8,138.75	\$9,575.00
September 2012	13	\$4,377.50	\$5,150.00	0.00	08/27/12	08/28/12	13	\$4,377.50	\$5,150.00
Totals	35	\$12,516.25	\$14,725.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	08/23/12	08/28/12	M-F 6-7am M-F 6-7am	CM	6am-7am	11-11--	:30	4	\$225.00	P-3	0.00 NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	11-11--			4		\$225.00		0.00			
N 2	KNXV	08/23/12	08/28/12	M-F 7-9am M-F 7-9am	CM	7am-9am	22-12--	:30	7	\$225.00	P-3	0.00 NM	7	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	22-12--			7		\$225.00		0.00			



KNXV

Print Date: 08/22/12

Page 2 of 2

Contract / Revision **308761** Flight Dates **08/23/12-08/28/12**

Hiatus Dates

Original Date / Revision 08/22/12/ 08/22/12

Order Sep 00:20:00

Advertiser **Schweikert / Republican / C** Product **David Schweikert for Congr** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KNXV	08/24/12	08/28/12	M-F 10am-11am The View	CM	10am-11am	11--1--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	11--1--					3	\$450.00		0.00			
N 4	KNXV	08/23/12	08/27/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	1--11--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	1--11--					3	\$450.00		0.00			
N 5	KNXV	08/23/12	08/27/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1--11--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	1--11--					3	\$450.00		0.00			
N 6	KNXV	08/23/12	08/27/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1--11--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	1--11--					3	\$450.00		0.00			
N 7	KNXV	08/23/12	08/27/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	1--11--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	1--11--					3	\$700.00		0.00			
N 8	KNXV	08/23/12	08/27/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	1--11--	:30	3	\$850.00	P-3	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	1--11--					3	\$850.00		0.00			
N 9	KNXV	08/25/12	08/25/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	-----S-					1	\$150.00		0.00			
N 10	KNXV	08/25/12	08/25/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	-----S-					1	\$250.00		0.00			
N 11	KNXV	08/25/12	08/25/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	-----S-					1	\$450.00		0.00			
N 12	KNXV	08/26/12	08/26/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	-----S					1	\$150.00		0.00			
N 13	KNXV	08/26/12	08/26/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	-----S					1	\$350.00		0.00			
N 14	KNXV	08/26/12	08/26/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	-----S					1	\$850.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 35 \$14,725.00